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Atty. Dkt. No. TVG4685-5

IN THE CLAIMS:

Please consider the claims as follows:

1. (Currently amended) A method for allowing access to interactive features of an electronic program guide by a user from within a broadcast advertisement, the method comprising:

storing presentation guide software for presenting an electronic program guide at a user location;

receiving the a broadcast advertisement comprising audio, video and promotional metadata over a broadcast distribution network;

analyzing the promotional metadata to determine one or more valid electronic program guide features; ~~and~~

displaying an electronic program guide;

~~presenting options on a display device corresponding to~~ the one or more valid electronic program guide features within the electronic program guide; and

~~executing a valid~~ an electronic program guide feature selected by the user.

2. (Original) The method of claim 1 wherein receiving the promotional metadata comprises receiving the promotional metadata in one or more vertical blanking interval lines of a broadcast video signal.

3. (Original) The method of claim 1 wherein receiving the promotional metadata comprises receiving the promotional metadata as data encoded into a private data packet transmitted over the broadcast distribution network.

4. (Original) The method of claim 1 wherein analyzing the promotional metadata comprises parsing the promotional metadata into a set of individual data elements.

5. (Currently amended) The method of claim ~~4~~ 4 wherein analyzing the promotional metadata further comprises traversing the promotional metadata one data

PATENT

Atty. Dkt. No. TVG/4685-5

element at a time.

6. (Original) The method of claim 1 wherein the promotional metadata is formatted according to XML.

7. (Original) The method of claim 1 wherein the promotional metadata comprises of one or more valid electronic program guide features selected from the group consisting of:

future force tuning a program, creating a reminder within the electronic program guide, purchasing a pay-per-view event, and accessing on-line content.

8. (Original) The method of claim 1 wherein the one or more valid electronic program guide features comprises recording the promotional advertisement.

9. (Original) The method of claim 8 wherein the promotional advertisement is recorded to a local recording device.

10. (Original) The method of claim 8 wherein the promotional advertisement is recorded to a remote recording device located on the broadcast distribution network.

11. (Original) The method of claim 1 comprising presenting the promotional advertisement as a full screen promotional advertisement.

12. (Original) The method of claim 1 comprising presenting the promotional advertisement within the electronic program guide.

13. (Currently amended) A method for allowing access to interactive features of an electronic program guide by a user from within a broadcast advertisement, the method comprising:

storing presentation guide software for presenting an electronic program guide at a user location;

PATENT

Atty. Dkt. No. TVG/4855-6

receiving the broadcast advertisement and promotional metadata over a broadcast distribution network, the promotional metadata comprising information regarding the promotional advertisement and one or more electronic program guide features that may be accessed from within the broadcast advertisement;

parsing the promotional metadata to determine the one or more valid electronic program guide features that are available;

displaying the electronic program guide on a display device;

~~presenting options on a display device corresponding to each available parsed~~
one or more valid electronic program guide features within the electronic program guide;
and

executing an available electronic program guide feature ~~selected the user.~~

14. (Currently amended) Computer readable media comprising program code, the program code operative to be executed by a programmable computer, the program code comprising a method for allowing access to interactive features of an electronic program guide by a user from within a broadcast advertisement, the method comprising:

storing presentation guide software for presenting an electronic program guide at a user location;

receiving the broadcast advertisement comprising audio, video and promotional metadata over a broadcast distribution network;

displaying the electronic program guide on a display device;

analyzing the promotional metadata to determine one or more valid electronic program guide features; ~~and~~

presenting one or more electronic program guide features ~~options on a display device corresponding to the one or more valid~~ within the electronic program guide features; and

executing an electronic program guide feature ~~selected the user.~~

15. (Currently amended) A system for allowing access to interactive features of an electronic program guide ~~by a user~~ from within a broadcast advertisement, the system comprising:

PATENT

Atty. Dkt. No. TVG/4685-5

promotional metadata comprising information regarding ~~the promotional an~~ advertisement and one or more valid electronic program guide features that may be accessed from within the broadcast advertisement and that are associated with the promotional metadata information, ~~the promotional metadata broadcast in combination with the broadcast advertisement;~~

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presentation software operative to form an electronic program guide on a display, wherein said electronic program guide can include said one or more electronic program guide features ~~interpret data elements comprising the promotional metadata whereby the presentation software presents options on a display device corresponding to the one or more valid electronic program guide features that may be accessed from within the broadcast advertisement and executes a command selected by the user[[.]] and wherein the presentation software enables a user to use the electronic program guide to link to the advertisement.~~
